



**Finding the right candidate starts with the quality of your job posting.
The ACR Career Center has compiled an Employer Tip Sheet to help make your job
more enticing to potential candidates.**

1) Do not Use Jargon

Your perfect candidate may not yet know your internal jargon. Job seekers are less likely to click on your job in the job results list if they do not understand the title. A recent *CareerBuilder.com* study confirmed that application rates can increase by as much as 500% by using common and recognizable job titles.

2) Make Search Engines Work for You

The Professional Bureau uses relevancy searching. By increasing your job's relevance in two areas, keywords and criteria, you should get more applicants.

- *Criteria* - Complete the extra fields like Job Type, Fulltime, Part-time, State Licensure, etc. The more accurately these are completed, the better the search engine can match your job to potential candidates.
- *Keywords* - Keywords are important in a job search. Try to identify at least 5 to 10 words on which someone might search to find your job. Include these words as much as you can in your job description and requirements.

3) Application Methods

Online job seekers prefer to apply online. These job seekers are online because they understand that faxes, letters and paper resumes are inconvenient, costly, time-consuming and cumbersome. Make sure that job seekers can easily apply to your job online.

4) Be Specific, Clear and Demanding

Make sure the requirements and job duties are easy to understand and very specific- try not to select any general categories under "Job Skills". Try reviewing the posting with someone who does not work with you. Don't just ask for a CV, include an assignment with your posting (i.e. Cover Letter, Recommendations, etc).

5) Writing the Job Description and Requirements

- a) Introduction Your introduction should quickly identify your practice or institution and the basic functions of the open position. This is also a good place to introduce some of the character traits that are important in your desired candidate. Remember, the introduction is where you convince the job seeker to keep reading.
- b) Details The details of the position are the general duties and daily responsibilities of the job. It's a good idea to point out the impact of the position. Detailed requirements enable job seekers to determine whether or not they are qualified for your position. Be honest about the absolute requirements.
- c) Opportunity Let the job seeker know what sets your practice or institution apart so that they can make a better-informed decision. Here are some things that are common to address:
 - Location
 - Vacation time
 - Benefits, training, advancement opportunities
 - Salary
 - Partnership opportunity (available, time to partnership)